

The Path to . . . Clear Ideas The Message



5

It all makes sense.
You will understand it.
Important details!
It answers your questions.
Clear! Interesting!

3

You get the "*big picture*."
You might have **SOME**
questions.
I know what I **WANT** to say.

1

I'm not sure what to say.
What's my topic?
I need time to think about this!
Details? *What details?*

Getting started . . .
I'm thinking.

Here I go!

It's coming together!

Details!

Focus!

The Path to . . . Organization

Patterns, Sequencing, Grouping, Ordering



3

It has a beginning—
and an ending too!
PRETTY easy to follow—
like driving in light fog.

5

It's like a road map!
My opening will hook you.
You can follow this!
It ends at the right spot.

1

I'm confused!
What goes with what?
How should I begin?
I don't see *any* pattern here. Do you?
An ending? Do I need one?

I know where I'm going!
I'm beginning to see patterns here.

Where do I begin?

What goes with what?

The Path to . . . Voice

My Fingerprints on the Page



5

You can hear my voice in every line!

I want you, my reader, to *feel* things and to *understand*.

I LOVE the sound of this.

3

SOMETIMES this sounds like me.

I like *some* parts of this.

You might hear hints of my voice in here.

1

This is low-energy writing.

It doesn't sound like me, does it?

I'm not sure who my audience is . . . will they like it? Beats me!

It's me!

Hear me?!

audience

right to my

I'm speaking

I'm waking up . . .

OK, this topic isn't that bad.

I don't hear myself in here.

I'm bored . . .

The Path to . . . Word Choice

Painting Word Pictures



3

SOME strong phrases,
SOME good verbs . . .
but some fuzzy language.
Sort of lukewarm.

5

Every word makes sense.
Hear my "verby" power!
This is the BEST way to say it.
Hot words. Favorite words!

1

Vague words: *nice, fun, special*
Some parts don't make sense . . .
even to me!
No word pictures here — it isn't
clear. Cold and colorless.

This makes no sense!

What do these words mean?

OK some good words . . . some boring.

Clear language!

Phrases you'll remember . . .
Accuracy!

The Path to... Sentence Fluency

Sound and Readability



5

This is SO easy to read!
Sentences begin in different
ways.

They make sense.

They're not too long,
not too short.

3

A LOT of these sentences
begin the same way.

This could be smoother—
it's not musical yet!

A little wordy here—
a little choppy there!

Help. This is choppy. Chop. Chop.

Ooh... variety! Musical

1

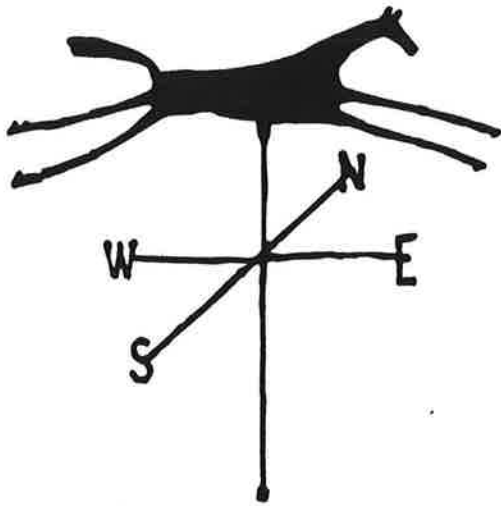
HELP! This is hard to read aloud.
Where do new sentences begin?
Is it one endless sentence—
or LOTS of choppy phrases.
This doesn't sound the way
people talk.

Are these sentences?

These sentences all run together.

The Path to . . . Conventions

Correctness and Layout



5

Clear, clean copy.
As mistake-free as I can make it.
You'll have to LOOK HARD to
spot errors.
I *worked* on this!

3

It's getting there.
Needs more than light touch-ups,
though!
Mistakes are obvious—
but you can still
read it easily.
I did SOME editing.

1

This isn't edited yet.
It needs LOTS of work.
There are SO many problems
with conventions,
My readers might get
✓ confused or
✓ annoyed.

*Too many mistakes . . .
These sentences all run together.*

*Some mistakes . . . There's more editing to do—
You can read it.*

*Edited, proofread!
Getting polished . . . looking good!*